Master Publication & Award Strategy

Project: Exposing Astro-Tech Fraud (The Lunar Astro Case Study) **Goal:** Widespread Awareness & Investigative Award Submission

Phase 1: The Credibility Base (Academic & Long-form)

Before going to social media, establish the research as a formal, credible document.

1. **Action:** Upload the `Academic_Repository_Paper.md` (provided in this batch) to **Academia.edu**, **ResearchGate**, and **SSRN**.
2. **Why:** When journalists or award committees Google your organization, they will see formal, structured research, not just angry blog posts.

Phase 2: Citizen Journalism (The Media Push)

1. **Action:** Submit `Citizen_Journalism_Article.md` to **Youth Ki Awaaz** and **The Quint (My Report)**.
2. **Why:** These platforms have millions of readers and actively promote well-researched consumer exposes. If it goes viral here, mainstream media (NDTV, India Today) will pick it up.

Phase 3: The Viral Community Push (Reddit & Quora)

1. **Action:** Post `Reddit_Expose_Post.md` to **r/India** (2.5M+ members) and **r/Scams**.

2. **Why:** Reddit users are highly analytical and love exposing scams. They will upvote the post, making it rank #1 on Google when someone searches "Lunar Astro Scam".

Phase 4: The Video Documentary (YouTube)

1. **Action:** Have a team member record a voiceover using the `YouTube_Documentary_Script.md`. Use screenshots of the MouthShut reviews as visuals.
2. **Why:** YouTube is the second largest search engine. A video titled "The Dark Reality of Lunar Astro & Deepanshu Giri" will intercept their actual target audience.

Phase 5: Award Submission

Once the articles and videos are live and have views, submit the entire portfolio to:

- **Red Ink Awards** (Excellence in Indian Journalism)
- **Ramnath Goenka Excellence in Journalism Awards** (Partner with a journalist who covers your story)
- **Digital Empowerment Foundation (DEF) Awards**
- **Consumer Protection Awards (Govt of India)**